

## Curriculum Vitae



Name : LIJI V. P (PEN: 605448)  
Designation : Assistant Professor of Commerce  
Department : PG and Research Department of Commerce and Management Studies  
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<b>Date of Joining:</b>	
(i) In Collegiate Education Service :	25/06/2008
(ii) Previous service if any( Specify service type and period of service) :	Nil
<b>Experience details (UG and PG in Years)</b>	UG-11 years PG-8 years
<b>Qualification (Degree, PG, M.Phil, Ph.D, Others)</b>	M Com UGC NET, PGDCA, TALLY

<b>Area of interest (Broad)</b>	Marketing , Banking Management, Consumer behavior,informatics
<b>Field of interest (Narrow)</b>	Management concepts,banking, consumer behavior
<b>Field of research</b>	E-Marketing .
<b>Guideship details</b>	
<b>Courses handled (UG)</b>	Management Accounting, Management, Marketing, Banking,General informatics,Economics
<b>Courses handled (PG)</b>	Management information system,International Business,Business Environment,Consumer behavior
<b>Academic Responsibilities Undertaken: (like participation in curriculum preparation, BoS, SSP, WWS, etc.)</b>	Internal Exam Coordinator, Tutorial system coordinator, WWS Mentor
<b>Office Charges held (like charges of clubs, NSS, NCC, etc.)</b>	Admission committee member,Website committee member
<b>Extension Activities Undertaken:</b>	
<b>U.G.C Research Projects Undertaken: (Specify Major/ Minor ,Details of fund, title of project, period, status, etc.)</b>	
<b>Non U.G.C Research Projects Undertaken: (Specify Funding Agency ,Details of fund, title of project, period, status, etc.)</b>	
<b>Research Publications: (Details- title, journal details etc)</b>	Non Performing Assets (NPA)-Profitability Nexus”in Indian Banks.

	Edited By Dr. T G Saji & Dr E Murali Research India Publication, Delhi, 2019, Isbn: 978-93-89116-00-7
<b>Books Published: (Details- title, publisher details etc)</b>	
<b>Paper Presentations: (Details- title, venue, date etc)</b>	
<b>Seminars / Workshops Organized: (Details- title, venue, date etc)</b>	<p><b>Seminar convenor</b>Two Day National Seminar On 'HR Practices in Service Sector: New Perspectives' Organized By PG Dept Of Commerce, Sri C Achutha Menon Govt College Thrissur, Kuttanellur, Two Day On 18/01/2016 &amp; 19/01/2016</p> <p><b>Seminar coordinator</b> Two Day National seminar on "New Age Business-Emerging realities" Organized By PG Dept Of Commerce, Sri C Achutha Menon Govt College Thrissur, Kuttanellur, on 10<sup>th</sup> &amp; 11<sup>th</sup> January 2020</p>
<b>Seminars/webinar Attended: (Details- title, venue, date etc)</b>	<p>1) National seminar on Innovations on Finance organized by Department of commerce and Management studies on 9<sup>th</sup> and 10<sup>th</sup> february 2010.</p> <p>2) One day International seminar"Development Issues Revisited:A comparison of Kerala and Norrwegian Economies by Department of Economic , Sri C Achutha Menon Govt College Thrissur on 3<sup>rd</sup> November</p>

	<p>2011</p> <p>.</p> <p>3) Two Days National seminar on Banking Divergence-Challenges and Solutions conducted by PG Dept Of Commerce, Sri C Achutha Menon Govt College Thrissur, on 21<sup>st</sup> and 22<sup>nd</sup> february 2012.</p> <p>1) Two Days National seminar on “Global Financial crisis and Indian Experience” sponsored by Govt. of Kerala and organized by Department of Economic,Sri C Achutha Menon Govt College Thrissur on 4<sup>th</sup> and 5<sup>th</sup> December 2012.</p> <p>2) Two Day National Seminar On “Business Strategies in Globalised World” sponsoredby Department of collegiate Education organized by PG Dept Of Commerce, Sri C Achutha Menon Govt College Thrissur on 3<sup>rd</sup> and 4<sup>th</sup> january 2013.</p> <p>3) Interdisciplinary National National seminar on Environment and Development:Issues and Challenges. Sponsored by Directorate of collegiate Education organized by post graduate Department , Sri C Achutha Menon Govt College Thrissur on 6<sup>th</sup> and 7<sup>th</sup> 2013.</p>
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	<p>4) National seminar on Services sector Dynamism and Indian Economic Growth: Problems and Prospects Organized By PG Dept Of Commerce, Sri C Achutha Menon Govt College Thrissur, on 18<sup>th</sup> and 19<sup>th</sup> 2013.</p> <p>5) Two Day National Seminar On 'Global Business In Emerging Markets' Organized By PG Dept Of Commerce, Sri C Achutha Menon Govt College Thrissur, Kuttanellur, Two Day On 15/12/2014 &amp; 16/12/2014.</p> <p>6) Two Day National Seminar On 'Unheard Voices: Resistances and Responses of the Marginalized in colonial India' Organized By PG Dept Of History, Sri Achutha Menon Govt College Thrissur, Kuttanellur, On 16<sup>th</sup> and 17<sup>th</sup> september 2015.</p> <p>7) International conference on Emerging Trends in Finance and Management organized by PG department of commerce MES Asmabi College, Kodungallur on 26<sup>th</sup> and 27<sup>th</sup> november 2015.</p> <p>8) Two Day National Seminar On 'HR Practices in Service Sector: New Perspectives' Organized By PG Dept Of Commerce, Sri C Achutha Menon Govt</p>
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	<p>College Thrissur, Kuttanellur, Two Day On 18/01/2016 &amp; 19/01/2016.</p> <p>9) Two Day National Seminar On “Financial Services-Promises and Challenge in Changing Indian Scenario” organized by Department of commerce at TMGcollege Tirur on 9<sup>th</sup> and 10<sup>th</sup> november2017.</p> <p>10) Two Day National Seminar On ‘Business Sustainability: Perspectives, Practices And Prognoses’ Organized By PG Dept Of Commerce &amp; Management Studies, Sri C Achutha Menon Govt College Thrissur, Kuttanellur, Two Days On 10/01/2018 &amp; 11/01/2018</p> <p>11) Three days National Seminar on Research Methodology conducted by PG department of commerce PMG college Chalakudy on 27<sup>th</sup> february to 1<sup>st</sup> March 2018.</p> <p>12) International conference on Market Liquidity and Sustainable Development Towards Knowledge society organized by PG department of commerce at Christ college irinjalakuda on 14<sup>th</sup> and 15<sup>th</sup> December 2018.</p> <p>13) Two Day International Seminar On ‘Entrepreneurship And Innovations: Dreaming, Scanning And Discovering New Horizons’ Organised By PG Dept Of Commerce &amp; Management Studies, Sri C Achutha Menon Government College Thrissur, Kuttanellur On 10/01/2019 &amp; 11/01/2019, Two Days On 10/01/2019 &amp; 11/01/2019</p> <p>17) National seminar on New Age Business</p>
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	<p>organized by the department of Commerce and management Studies, Sri C Achutha Menon Govt. College, Thrissur, on 10<sup>th</sup> &amp; 11<sup>th</sup> January 2020.</p>
<b>Webinar organized</b>	<b>Nil</b>
<b>Webinar Attended</b>	<p>Webinar on 29<sup>th</sup> may 2020 I the honor of our retiring HOD Dr .E.Murali on ‘Are we ready to forecast tourism : Post Covid Agenda “</p> <p>Webinar on “Rethinking cyber security priorities for Ondia’s Financial Sector Amid the Pandemic” organized by PG Dept. Of commerce and Research Vimala College Thrissur on 12/6/2020.</p> <p>National level webinar on “E-content Development and online course Delivering” organised by the PG Dept. of commerce and research centre, Bishop Abraham memorial college, Thuruthicad on 30/5/2020</p>
<b>Workshops Attended: As Resource Person(Details- title, venue, date etc)</b>	<b>Nil</b>
<b>Workshops Attended: As Participant (Details- title, venue, date etc)</b>	<p>1)International conference cum workshop on Business Analytics organized by Department of commerce and Management studies university of calicut on 19<sup>th</sup> ,20<sup>th</sup> and 21<sup>st</sup> february 2019.</p> <p>2) one day calicut university BBA syllabus</p>

	Revision Workshop organized at Sri. C. Achutha Menon Government College Thrissuron 15 <sup>th</sup> february 2018.
<b>Refresher Courses Attended:</b>	<p>Refresher Course in Media Studies conducted by UGC HRDC Calicut University from 2/3/ 2019 to 22/3/2019</p> <p>Swayam -Annual Refresher Programme for Faculty of Commerce on “Financial Market &amp; Emerging Business Models” from 1/10/2019-1/11/2019.</p>
<b>Short Term Courses Attended:</b>	State Level orientation programme for college teachers on Informatics Skills conducted by IHRD and KSHEC from 22 <sup>nd</sup> to 26 <sup>th</sup> September 2009
<b>Orientation Programmes Attended:</b>	UGC Sponsored orientation programme at calicut university from 3/6/2010 to 30/6/2010
<b>Awards / Honours / Patents Conferred:</b>	Nil
<b>Membership (s) in: Academic Bodies</b>	Nil
<b>Membership (s) in: NGOs, Cultural Organizations etc</b>	Nil